

Using LinkedIn for Business CHEAT SHEET

What is LinkedIn?

LinkedIn is the world's largest professional network with over 55 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you link with a broader network of professionals.

LinkedIn Lingo

Profile	The information that individuals share on LinkedIn. Includes education history, strengths, accomplishments, and information.
Recommend	The opportunity to suggest people who you know, like, and trust. You can request the same service from others and give without request.
Invitation	The tool used to request that someone be your connection on LinkedIn.
Introduction	An existing relationship is required to connect, and requesting an introduction allows for that relationship to be formed if not present.
Application	Offer extended functionality to LinkedIn including the ability to share files with Box.Net and book recommendations with the Amazon tool.
Event	Allows you to add events to an event directory for free and share them with people who may be interested in them based on user information.
IDK	I Don't Know – is used to inform LinkedIn that someone connected with you and you don't know who they are. IDK's are punitive and should only be used in cases of system abuse.
Groups	A collection of users around a common cause.
LinkedIn Answers	A tool to ask questions of LinkedIn users. This is NOT a place to promote your business. Answering questions with ads will not be helpful.

Best Practices for Using LinkedIn

Update	Do not let your profile get out of date. Doing so would send a bad signal to associates or potential employers.
Edit	Fill your profile with colorful language rather than drab resume talk. Also, write in first-person instead of third-person.
Include	Pictures, tidbits, portfolios, and other items that market your skills. If possible, use the same picture as on other social networks.
Join	Connect with groups that share common interests and beliefs. Try to connect with those who have a similar background.
Ask	Ask questions. Answer questions. Avoid becoming static. Be a part of the community and define goals for your involvement.
Refer	Recommend your connections on a regular basis and ask your connections to do the same for you.

LinkedIn Jobs

For Employers:

- LinkedIn offers a unique combination of job listings, candidate search, trusted referrals and powerful networking. Sourcing your own candidates can cut costs and harness control over recruiting and hiring at the same time.
- Each job posting costs \$195 and is visible for 30 days. Your return on investment: 50+ million candidates see the posting and forward it to qualified candidates or apply themselves, yielding the best candidates.

For Job Seekers:

- LinkedIn Jobs leverages your professional relationships to help you achieve career goals. For best results, utilize the advanced job search to sort jobs by location, experience level, date posted, job title, company, job function and industry. Make sure to stay active forwarding job opportunities, as users will be more likely to return the favor to you.

New User Starter Guide

Own a profile that represents you.

- List your current and past positions & education along with your tenure there. This helps the right people and opportunities find you.
- Add a profile photo – people never forget a face.
- Add a summary paragraph. Think of it as your professional elevator pitch.

Ensure your connections represent your "real-world" network.

- Use webmail import to see, in seconds, all the people you know who are already on LinkedIn. You can then select who you wish to invite to join your trusted network.
- Upload a contacts file from Outlook, Palm, ACT! Or Mac Address.
- View our list of your colleagues and classmates that are already on LinkedIn.

Leverage the power on your LinkedIn network.

- Post a question on Answers and tap into the experts you're connected to and the entire LinkedIn network.
- Look up someone's profile before you meet with them. Learn their background to gain common interests.

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Top 10 Mistakes to Avoid on LinkedIn

1. **Using unprofessional photos** – You should be presented exactly as people see you in your day-to-day work environment.
2. **Not using a custom URL** – You can change your URL where it says Public Profile/edit. Use your name because this is a public link to use in marketing materials.
3. **Incomplete employment history** – If you don't list a complete work history, old friends and associates will have a hard time finding you and reconnecting.
4. **Not listing your specific URLs** – Don't be satisfied with the default "My Company" or "My Blog". By simply dropping down to "Other" you can customize these links.
5. **Using company email address as contact email** – Unless you own the company, you should use a personal email address so it won't expire when you leave.
6. **Not adding a profile address to your email signature** – Let everyone you email have easy access to the most complete info they could possibly find about you.
7. **No recommendations** – This makes people wonder why no one has recommended you. Get recommendations.
8. **Incomplete educational information** – People search for people they went to school with, so this is key.
9. **Neglecting connections** – This network is built on connections, so neglecting relationships is unwise.
10. **Ignoring the answers component** – Asking and answering questions raises awareness of yourself.

LinkedIn Answers

Asking a Question

Gain insight and show network interest by asking questions:

- Any question that allows domain experts to share their knowledge will produce insightful answers and will be welcomed by other users.
- You can also ask questions privately, which helps develop better relationships with specific contacts.

Answering Questions

You can showcase your knowledge by answering questions:

- Earn expertise through a feedback measure from you fellow users. When they pick your answer as the best, you gain expertise in category of the question.
- Clicking on a question will bring up a new page with the question and answers that have been submitted to date.

Advanced Answers Search

- Find out if your question has already been answered. Using the keyword search you can find if others have asked a similar question in the past. Read through past answers to see if they meet your needs before asking the question again.

LinkedIn Talent Advantage

Recruiter

Let your team collaborate to identify and reach top candidates you might not find otherwise.

Jobs Network

Your jobs find their way to the right candidates thanks to LinkedIn members and matching services.

Talent Direct

Engage many highly qualified candidates quickly, leveraging the trust and ease-of-use of LinkedIn's InMail and front page.

Employer Advertising

Break through the noise and reach the best talent pool in the world with great precision.

Custom Company Profiles

Present multiple, targeted content modules on your LinkedIn Company Profile page, customized for the exact people you want to reach.

LinkedIn's paid *Talent Advantage* service provides businesses with more recruiting and branding opportunities.

LinkedIn Tools

LinkedInABox: Provides a widget that displays various profile information on your blog or site in a neat looking rectangular box. The information at LinkedInABox is displayed inside the box without you having to leave the web page you are on.

Email Linkify: A Greasemonkey script that you can use on your Firefox browser. It changes all the emails in your online inbox or websites into web links. Clicking these links adds the emails into your LinkedIn Contact List.

LinkedIn Contacts Management: A desktop application that functions as a mailing list manager allowing you to send emails to all your LinkedIn contacts at one go.

LinkedIn Contacts: A Facebook application that allows you to share your LinkedIn contacts on your Facebook profile or share them with your friends. This shares a LinkedIn contact that could be of help to your Facebook friends.

My Company's Hiring: Another Facebook application that you can use to display available job positions in your organization. If your company pays referral fees to anyone who brings new employees to the organization, this will help you earn a part of this fee.

Export Connections: Allows you to export your LinkedIn contacts to Outlook, Outlook Express, Yahoo Address Book, or Mac OS Address Book as a CSV or VCF file. Detailed instructions for each of the services are given on the LinkedIn site.

Search Engines for Firefox: A plugin that adds the LinkedIn search options to the Firefox browser's default search box in the upper right hand corner of the browser. Two engines are available: one that allows you to search by name, title, or organization and one that allows a search for jobs in the LinkedIn network.

My Resume: Lets you post your LinkedIn profile or your resume on Facebook. You can use this tool to request resumes from your Facebook friends. You can search for country specific resume listings as well.